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December 5, 2002

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REGENTS AWARD \$1.3 MILLION TO SUPPORT ENROLLMENT MANAGEMENT EFFORTS

BATON ROUGE - The Louisiana Board of Regents awarded \$1.3 million to system management boards today to support campus marketing and recruitment plans as part of an on-going Master Plan implementation efforts. Regents has been spearheading a statewide campaign to raise public awareness of the quality of Louisiana's colleges and universities and to inform students about the new admission requirements to be fully implemented at all four-year universities by 2005. Noel-Levitz, the nation's largest enrollment management firm, has been retained by Regents to assist campuses through this change process.

"As we focus on more student access and improved student success rates, we are pleased that the legislature has supported this effort to assist our campuses in strengthening how we recruit students and increase their success. Specifically, these funds will assist our colleges and universities in addressing the necessary transitions to support our move to higher standards," said Commissioner of Higher Education Joe Savoie.

By Fall 2005, students entering a Louisiana public four-year institution will be required to have successfully completed a college preparatory curriculum in addition to having one of the following: an ACT composite score of 20 or higher, a minimum 2.5 high school grade point average, or a certain high school class graduation rank. Savoie points out that the adoption of these admission requirements represents a cultural change for our state that must be supported in order to ensure successful implementation.

"I am pleased with the significant efforts our campuses have made to ensure that the new admission standards are well communicated to students and that appropriate structural changes are being supported at the campus level. We have challenged our institutions to be accountable to each student they enroll by working diligently toward their ultimate success. Successful student retention efforts require a campus-wide commitment and that is what we are promoting," Savoie said.

Today's funds will be awarded to colleges and universities by their system management boards in

support of delineated campus needs and objectives. Individual campuses, working with Noel-Levitz, have already established marketing and recruiting plans and are currently developing complementary retention plans.

(more)

To further support these initiatives, the Board of Regents has funded a statewide market research project which has measured the expectations and perceptions of students, parents and high school counselors with regard to the quality of Louisiana's institutions. This market research is also informing the ongoing campus recruitment and retention efforts.

The push for new admission requirements is a featured component of the state's *Master Plan for Public Postsecondary Education*, the strategic plan for the future of Louisiana's higher education system.

Regents' members expressed support for the collaborative process used in awarding these funds. Staff members met numerous times with officials from all system management boards to arrive at the distribution plans. Campuses are required to match state dollars, which will multiply the impact of these funds.

System allocations are as follows:

University of Louisiana System	\$689,223
Louisiana State University System	\$366,530
Southern University System	\$200,247
Louisiana Community and Technical College System	\$ 69,000

In other action, the Board approved the slate of officers for 2003 : Chairman Ron Roberts, Jr., Shreveport; Vice Chairman Roland Toups, Baton Rouge; and Secretary Frances Henry, Baton Rouge.

The Board also approved \$509,000 in funding for twelve Distance Education Initiative k(DEI) programs at various campuses across the state. The awards mark the fifth year of the DEI grant program, instituted by the Board of Regents to enhance distance learning opportunities and offerings at institutions across the state. The twelve approved proposals were selected from among thirty submitted for consideration. A more detailed release on the DEI grant approvals will be distributed tomorrow, December 6.

Correction: While the Baton Rouge training for the Board of Regents Smarthinking on-line tutorial pilot project was conducted today as indicated in yesterday's press release on the project, actual *approval* of the pilot program took place at the October Board of Regents meeting rather than at yesterday's meeting as reported. Our apologies for the error.

